WHAT IS CLAIMED IS:

1. A method of evaluating an application for a financial product, the method comprising:

receiving application data;

calculating, based at least in part on said application data, expected loss data; and

calculating, based at least in part on said expected loss data, a return on investment for said application.

2. The method of claim 1, further comprising:

making an application approval decision based on said return on investment.

3. The method of claim 2, wherein said making an application approval decision further comprises:

comparing said return on investment with an expected return on investment.

4. The method of claim 1, wherein said application data includes at least one of a collateral identifier, credit related information, and payment information.

5. The method of claim 1, wherein said calculating expected loss data comprises:

executing an account level loss forecast model;

executing a termination event model; and

calculating expected loss data in response to the execution of the account level loss forecast model and the execution of the termination event model.

6. The method of claim 5, wherein said executing an account level loss forecast model further comprises:

calculating a future value for an item of collateral associated with said application.

7. The method of claim 1, wherein said calculating expected loss data further comprises:

storing price tier data;

executing a risk model to compute a credit risk;

assigning said credit risk to a price tier based on said price tier data; and

generating probabilities of one or more of said termination events occurring before said expiration to form one or more termination scenarios.

8. The method of claim 7, wherein said calculating a return on investment further comprises:

forecasting the severity of loss of said termination scenarios to form one or more loss scenarios;

calculating net income and annualized net investment for said loss scenarios;

determining expected net income and expected annualized net investment in response to said calculating; and

determining an expected return on investment based on a ratio comprising said expected net income and said expected annualized net investment.

9. The method of claim 7, wherein said generating probabilities further comprises:

generating probabilities of said termination events occurring in relation to a plurality of said payment times.

10. The method of claim 8, wherein said forecasting the severity of loss further comprises:

forecasting the severity of loss of said termination scenarios for at least a plurality of said payment times.

11. The method of claim 7, wherein said financial product requires an item of collateral and wherein said forecasting comprises:

forecasting a current balance on book;

forecasting a market value of said collateral; and

calculating a difference between said current balance on book and said market value of said collateral.

12. The method of claim 11, wherein said forecasting a market value is performed using at least one of: Winter's multiplicative time series estimation; or an exponential decay between a manufacturer suggested retail price of said collateral and a residual value of said collateral at the expiration.

13. The method of claim 7, wherein said financial product is a lease.

14. The method of claim 13, wherein said termination events comprise at least one of: repossession with delinquencies, early payoff, insurance loss, and repossession without delinquencies.

15. The method of claim 7, wherein said financial product is a loan.

16. The method of claim 15, wherein said termination events comprise at least one of: repossession, non-collateralized loss and early payoff.

17. A computer-readable medium bearing a computer program containing instruction steps such that upon installation of said computer.program in a general purpose computer, the computer is capable of performing the method of claim 1.

18. A method of evaluating an application for a financial product for which at least one price tier has been established, the method comprising:

receiving application data;

executing a risk model to compute a credit risk for said application data;

assigning said credit risk to a price tier; generating probabilities of one or more termination events occurring before an expiration of said financial product to form one or more termination scenarios;

forecasting the severity of loss of said termination scenarios;

calculating, based at least in part on said severity of loss of said termination scenarios, a return on investment (ROI) for said application; and

approving said application if said calculated ROI is within an expected ROI threshold.

19. An apparatus for evaluating an application for a financial product, the apparatus comprising:

a processor;

a communication device, coupled to said processor, receiving application data from at least a first user device; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

calculate, based at least in part on said application data, expected loss data; and

calculate, based at least in part on said expected loss data, a return on investment (ROI) for said application.

20. The apparatus of claim 18, said storage device further storing instructions adapted to be executed by said processor to:

make an application approval decision based on said calculated ROI.

21. A system for evaluating an application for a financial product for which at least one price tier has been established, the system comprising:

at least a first user device having

a processor;

a communication device, coupled to said processor, configured to send and receive data over a network; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to receive application data; and

forward said application data to an at least first lender device said at least first lender device having

a second processor,

a second communication device, coupled to said second processor, configured to send and receive data over said network and to receive said application data; and

a second storage device in communication with said second processor and storing instructions adapted to be executed by said second processor to

execute a risk model to compute a credit risk for said application data;

assign said credit risk to a price tier;

generate probabilities of one or more termination events occurring before an expiration of said financial product to form one or more termination scenarios;

forecast the severity of loss of said termination scenarios;

calculate, based at least in part on said severity of loss of said termination scenarios, a return on investment (ROI) for said application; and

approve said application if said calculated ROI is within an expected ROI threshold.

22. A computer program product in a computer readable medium for evaluating an application for a financial product, comprising:

first instructions for receiving application data;

second instructions for calculating, based at least in part on said application data, expected loss data;

third instructions for calculating, based at least in part on said expected loss data, a return on investment (ROI) for said application; and

fourth instructions for approving said application if said calculated ROI is within an expected ROI range for said financial product.

23. A system for evaluating an application for a financial product, the system comprising:

means for receiving application data;

means for calculating, based at least in part on said application data, expected loss data; and

means for calculating, based at least in part on said expected loss data, a return on investment for said application.

24. The system of claim 23, further comprising means for comparing said return on investment with an expected return on investment; and means for making an application approval decision based on said return on investment.